



For Immediate Release:

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This Holiday Season "Shop Small. Shop Canby."

Canby Business Announces Local Holiday Shopping Campaign.

As we head into the holiday shopping season, when you think about crossing items off of your to-do list, consider looking locally as we, "Shop Small. Shop Canby."

Canby Business, the City's Economic Development Department, needs your help to spread the word for the "Shop Small. Shop Canby." campaign! You can help share the love whether you are a small business looking to help promote yourself or your friends' businesses, or a Canby resident looking to spread cheer for local businesses.

"While our businesses are still experiencing the ripple effects of the COVID-19 pandemic, it's important to remember that every dollar spent locally helps to keep money in the Canby community," said Jamie Stickel, Economic Development Director and Communications Specialist for the City of Canby.

The campaign was created to remind consumers to shop locally during the holiday season. The graphics will be available to local businesses, media, and the chamber, as well as residents or visitors interested in participating.

Ways you can participate as a business owner or local resident:

- Share the "Shop Small. Shop Canby." graphics on Instagram and Facebook pages.
- Tag your favorite business (or businesses) in your posts.
- Mark "Small Business Saturday" on your calendar – November 27th, 2021 – and visit your favorite small businesses.
- While shopping this holiday season, keep your money local and shop the businesses that make Canby such a wonderful place to live, work, and play!

"A good rule of thumb is, on average, approximately \$0.67 cents of every dollar spent will stay in the local economy," Stickel continued. "While that might not seem like much, it means the world to our local businesses. That means \$67 of every \$100 dollars spent stays in Canby, or \$670 of every \$1000. The impact is tremendous!"

For questions, contact Jamie Stickel, Economic Development Director and Communications Specialist, at StickelJ@CanbyOregon.gov or 503.266.0701.

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